

SHEAFFER'S

*Review*

JULY 1960



# SHEAFFER'S REVIEW

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EDITOR - - - DICK PRIEBE

## On The Cover

Last month marked an interesting first for many Sheaffer employees—those who had never before flown in an airplane. As shown in our cover scene, they boarded one of the company's Cessna 310s and, in the expert hands of pilots Don Berrier and Ray Grimes, soared aloft to see what the home area looks like from several thousand feet (see additional pictures and story on page 6). The employees pictured are (left to right) Janet Ash, Harold (Rosy) Moore and Leo Mathena.

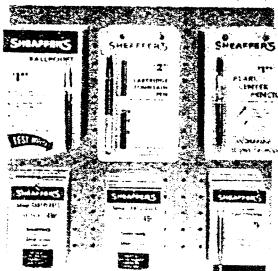
## News Notes . . .

In last month's Review, we incorrectly said that the new managerial duties of Herb Sirois include Metal Fab, Desk Stand and Plating. It should, of course, be Metal Fab, Desk Stand and Molding. Harry Wehmeyer is manager of the Plating Department.

\* \* \*

## SHEAFFER'S

For all your writing needs!



This 14 x 21 inch pegboard display is among the merchandising materials being featured by the Popular Price Division. As shown, it can be used for prominently displaying our bubble and skin packed writing instruments and accessories.

*From the editor's notebook . . .*

## A Quiz on Company History

Listed below are 28 important events in the history of our company. They reflect an important story of achievement and growth. To check yourself on how well you know this story, match the events with the years shown in the right hand column. The answers are on page 8.

1.	Introduction of luminescent Skrip writing fluid with RC-35	1908
2.	First White Dot pen introduced	1912
3.	New office building completed in Fort Madison	1913
4.	Purchase of Maico Electronics, Inc.	1914
5.	Introduction of the Fineline pencil	1915
6.	Formation of wholly-owned English subsidiary	1917
7.	WASPSCO Council formed	1920
8.	Development of Triumph, sheath-type nib	1922
9.	Invention of Skrip writing fluid	1924
10.	Completion of new plant at Goderich, Ont.	1924
11.	W. A. Sheaffer Pen Co. incorporated	1929
12.	Invention of the desk set	1934
13.	Snorkel pen introduced	1937
14.	Company operations moved from first floor of Hesse Building to plant at 4th and Avenue H	1937
15.	Profit sharing plan for all employees initiated	1938
16.	First successful use of pyroxylin plastic for pen caps and barrels	1942
17.	First Sheaffer pen sold to the Missouri Store Co., Columbia, Mo.	1943
18.	Morrison Plow Works in Fort Madison purchased as new plant	1946
19.	Streamlined, balance design for pens introduced	1949
20.	Tool and Die Division plant completed	1951
21.	Touchdown filling mechanism introduced	1952
22.	W. A. Sheaffer obtains patent on first practical self-filling pen	1952
23.	Australian subsidiary formed	1953
24.	Profit sharing trust fund established for employees	1954
25.	First national ad for Sheaffer pens appears in Saturday Evening Post	1956
26.	New manufacturing plant completed in Fort Madison	1956
27.	Brazilian subsidiary formed	1957
28.	Canadian company becomes wholly-owned subsidiary	1958

# He'll Get Beat In November

ED. NOTE—This is a picture study of some typical attitudes of the non-political man; the guy who's bound to lose in next fall's big election, one way or the other; the guy who loses every day of the year when it comes to insuring that we have good government. The pictures were posed by engineer Dave Hug, a member of the Fort Madison City Council since 1958 and an active participant in civic and government affairs. We hope you get a chuckle out of them. Even more, we hope all Sheaffer employees are as much unlike the non-political man as possible—in November and always.



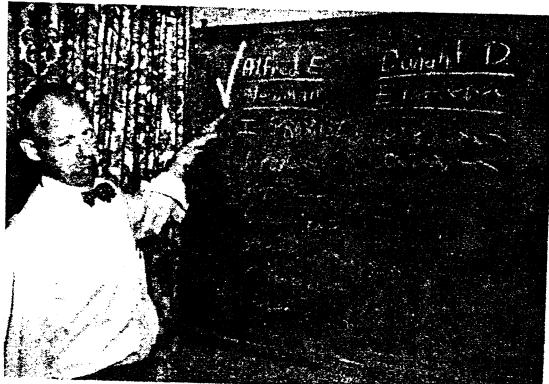
Find out about the candidates and the issues in an election? Not on your life. Who wants to wade through all those newspaper articles and editorials, read magazines, listen to speeches? No, the non-political man doesn't know about these things, or about how politics works. And he doesn't bother to find out. He prefers the lighter side of life.



WHO ME? Often as not, the non-political man will tell you his vote doesn't count anyway. The other guys are going to elect their men whether I vote or not, he says. Let 'em have their fun; someday my candidates will be the favorites, and I'll vote and watch the rascals squirm.



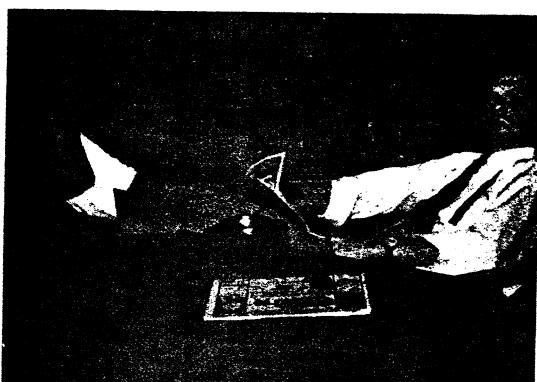
Almost all non-political men have one thing in common—they're much too busy to register or to go to the polls. After all, life's regular chores don't suddenly stop just because it's election day. And who cooked up this silly rule about registering? Somebody's always making you chase somewhere for something.



Sometimes, the non-political man votes, right along with everybody else. But he always votes for those who make the most promises, whether the promises are sound or not. He doesn't stop to think that he's the one who'll foot the bill in any case.



WHEN IT'S TOO LATE—after the election is over—the non-political man usually has plenty to say. The government is ruining the country, he charges. What we need is a change. Too bad he didn't bother to vote.



The non-political man often "knows it all." He doesn't have to discuss his views with others. And he definitely doesn't have to listen to their views. So far as he's concerned, politics doesn't have two sides. He wouldn't confuse issues with facts.



## Yes, You Can Do Something About Inflation!

By Gerald Movius

**W**hen the federal government closed all the banks in March, 1933, I was a low-salaried, bachelor, kid newspaper reporter—but I was rich!

I had no bank account, but I had squirreled away about \$300 in cash, and I found out that wonders could be worked at that time with very little folding money. For \$60, cash on the line, I got two tailor-made suits, and the owner of the shop almost ran out from underneath his hat to welcome me.

Each one of my dollars was worth at least \$2 in actual purchasing power, and probably more.

That was *de*-flation. With a vengeance. Nobody wants that kind of deflation back. It meant soup kitchens. Relief rolls. And hopeless men trudging miles in search of jobs. Any kind of jobs. It meant depression.

Today, the situation is reversed. We have some pools of unemployed, but on balance, our level of employment is high. Our standard of living is also high, but we have *in*-flation. Which means, of course, a general and persistent rise in prices. You always have inflation when almost everything you buy this month costs more than it did last month.

In 1933, my dollar was worth at least \$2. Today, it is worth about 42 cents. (So's yours!)

It is blunt to say, but true that too

many of us are seemingly indifferent to inflation, even though inflation can be worse than deflation.

Persons on fixed incomes—those who are living on pension checks or annuities and those in occupations (like teaching) where pay raises are few and far between—have already felt the lash of inflation.

Too many of the rest of us are riding a merry-go-round, and the music is drowning out the fact that no people anywhere in the world—have ever dodged national bankruptcy by accepting inflation as a national policy. Some of us, in fact, seem to think that inflation is a good thing—well, anyway, a little inflation.

You hear: "We never had it so good." You hear: "Who cares how many pieces of money you need to buy a lawn mower if you can lay your hands on those pieces of money? Why yelp?"

We ignore the fact that our high scale of living has come about in spite of inflation, not because of inflation. Our living standard is the direct result of more efficient methods of production, marketing and distribution.

PLUS—and this is very important—the risk-taking investments which have built new plants, expanded old plants and brought into being new and better jobs.

Inflation and high taxes (which al-

**ED. NOTE**—This is the first in a series of special articles being written exclusively for the Review by Mr. Movius.

He is a long-time newspaperman and highly successful free-lance writer; his articles on political and economic affairs have appeared in Readers' Digest, Saturday Evening Post, Nation's Business, Colliers, Liberty, Forbes, Look, Atlantic Monthly and other leading publications.

He has been a first-hand observer of the national political scene since 1938, when he came to Washington, D.C., to serve as a Congressional aid. He has written for major trade associations and now lives in Montgomery County, Maryland, a Washington suburb.

In discussing this series of articles with Mr. Movius, we asked him to analyze, in non-partisan terms, some of the major issues facing us in this all-important election year. In this lead-off article, he probes inflation—what it is and what must be done to cure it.

ways go hand in hand) don't let people save, and unless people can save, our flow of investment capital is going to dry up like an alkali flat after the early spring rains.

Jobs do not grow on trees—and, for that matter, useful trees do not grow without investment. Jobs are the end-product of investment capital which is often the combined savings of the many thousands, such as funds accumulated by banks and insurance companies. Today, it costs about \$15,000 to create one new job in industry. Where is the money going to come from if people can't save?

But it's not a hopeless case. Because we can do something about inflation. Easier, in fact, than we can do something about deflation. During the depression of the 1930's, we spent billions in federal funds to "cure" unemployment. The cure didn't take. The AFL calculated that there were more unemployed in 1939 than in 1933. The defense effort, which began in 1940, bailed us out of hard times.

Before we can take action against inflation, we must have a reasonably clear idea of what actually causes it. Our general indifference to the problem is only one reason, and that can be excused, in a sense, because inflation is "sneaky." Inflation is a penny increase

(Continued on page 6)

# Review Camera On The "Avalon"

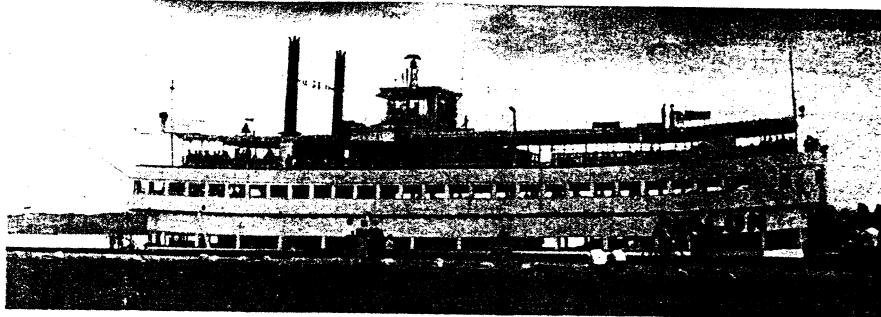
... Ready to go



... All aboard



... Relaxation Top picture, John and Lois Kiersey (left) and Clint and Betty Dodds; bottom picture, clockwise from left: Pete and Mabel Finnerty, Jess and Lilly Teel, Ted Wentz.

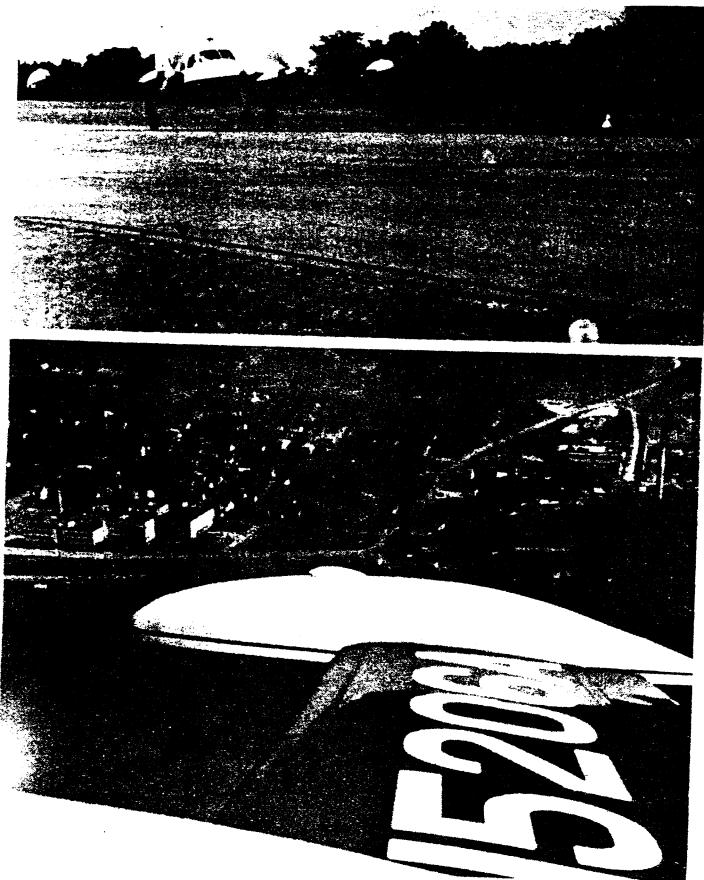


... The committee Members of the committee which helped plan the boat trip present a check to the Avalon's purser. Left to right are Jack Richmond, Harry McCannon and Chuck Boyer.



... the light fantastic

A free river cruise on the steamer "Avalon" was a new item on this year's employee recreation program. When the cruise was held last month, the Review camera was on hand to take the pictures on this page.



**Bird's Eye View . . .**

## **Employees Ride in Company Planes**

A bird's eye view of Fort Madison and surrounding area was obtained last month by 232 employees who took rides in the company planes. The opportunity was offered to all employees as a special feature of the Fort Madison airport dedication.

Shown at the registration table in the picture above are (left to right) Bill Schneider, Mary Frances Cox, Pat Franklin, Ruth Ann Moeller, Gerry Koeber, Elaine Buecker and Gene Davis.

The aerial view of our main plant is typical of the scenes which many employees saw for the first time.

## ***Inflation - You Can Do Something About It***

*(From page 4)*

here and a nickel increase there. But they all add up to create a problem which many earnest students of our economy consider the biggest domestic problem of our age.

There are two over-riding reasons for inflation:

1. Excessive and unnecessary government spending. (It is so simple a fact and yet so often overlooked that the federal government has no money except what it takes away from us in taxes.)

2. Wage increases in industry which are not based on increased productivity—on increased output per man hour.

As to government—

We have a national debt so big that the total is almost a meaningless figure. And we have to pay interest on it. Multi-multi millions of interest. That takes more tax dollars. That takes more money out of the stream of investment which creates new jobs and makes better jobs.

Is government spending due to the

demands of the "cold war?" Only in part. In the past six years, the big increases in the national budget have resulted from increases in non-defense items—and almost every day somebody comes along with a new idea of how to put government in business as a competitor of private business (at the taxpayers' expense) or with some new welfare-state scheme.

Actually, expenditures for national security have gone *down*—by about 3 per cent in six years. On this basis we can't win. We're going to get national bankruptcy.

When wage increases are in excess of productivity gains, all of us compensate for that excess simply by paying for it in higher prices. Many business concerns have tried desperately to absorb the extra cost of wage increases—but there's a limit.

What can you and I do about inflation?

We can help put on the brakes by talking about it in our own circles as

the critical problem it is. We can discourage the idea of turning to the federal government to do things for our states and cities which they can do better for themselves.

We can work through the political parties of our choice to select, nominate and elect men who have the courage to vote against proposals which cause inflation.

We can tell our elected representatives in Washington (and always by personal letter, because a personal letter has "pull") exactly how we feel about inflation.

The power of the American people is incalculable. Once aroused, the will of the people prevails. Our Revolutionary War began in discussion groups in widely separated communities. And we changed the history of the world.

What do we—really—want? I think we want our dollar to be worth not \$2 in purchasing power or 42 cents—but 100 cents. That's all.

**At 8 and 10:15 . . .**

## **These Pictures Mean More Than Meets Eye**



The above pictures of employees in the Service Department illustrate an important—or maybe the word is alarming—fact.

The fact is this: From the time Service personnel check in for work in the morning (top picture) until they go to the cafeteria for their rest period at 10:15 (bottom picture), the average employee in America—including, of course, all of us at Sheaffer Pen—has worked entirely for federal, state and local governments.

That's right. On average, each of us must work two hours and 16 minutes of every eight-hour day to meet present tax bills. We make money to spend on other items only in the last five hours and 44 minutes. In way of comparison, it's reported that the average employee devotes earnings from two hours and 52 minutes of the day to food, tobacco, housing and household operations—only slightly more than half an hour longer than it takes to earn money for taxes.

Next time you see Service Department employees heading for the cafeteria, you can breathe a sigh of relief if you want to. You can be reasonably sure that you're about to earn money for yourself.

Top picture (left to right) are Kathryn Jones, Aliene McDaniel, Howard Lucas, John Sandrock, Irene Helling, Frank Lescher, Edith Hoenig, Beulah Daly, Forrest Ketcham, Rosaline Kuhlmeier, Diane Hooten and Velma Hasenclever.

Bottom picture (left to right in line) are Forrest Ketcham, Thelma Emerson, Cora Pruitt, Howard Lucas, Frank Lescher, Beulah Daly, Diane Hooten, Irene Helling, Velma Hasenclever and Rosaline Kuhlmeier. Seated (left to right) are Irene Hammond, Norma Green and Pat Bray of Pen Point.

*July, 1960*

## **The Question Box**

**QUESTION:** "What do you think is the most important factor in our new marketing program?"

**NELL MUTTER,**  
I.B.M. — Better distribution of popular priced merchandise via wholesalers.



**DEAN TOOPS,**  
Quality Assurance—I believe wide distribution of our popular priced quality merchandise, which is eye-catchingly displayed and has easy accessibility, will be the most important factor.



**SHIRLEY KING,**  
Ballpoint Division—The attractiveness and eye-catching appeal of the packaging is one of the most important factors.



**JOSEPH EID,** Occupancy — The most important factor is more extensive distribution. Through the wholesale and other new outlets, we now have a vast new field of potential buyers.

**MARTHA ADKINS,** Credit—It is difficult to single out any one factor as being "most important," but I think one of the outstanding factors is the new distribution of our popular priced products, which should result in increased profits for everyone.



**LEONARD HOLTERHOUS,** Plastic Fab — Showing the general public that Sheaffer produces a quality pen in the lower price field as well as a high priced pen. I think this factor will greatly increase sales.

**W. A. SHEAFFER PEN COMPANY**

301 Avenue H

Ft. Madison, Iowa

Return Postage Guaranteed

Frank R. Loscher  
1323 Avenue D  
Ft. Madison, Iowa

Bulk Rate  
U.S. POSTAGE  
**PAID**  
Ft. Madison, Iowa  
PERMIT No. 12

40

## Ruppenkamp Wins Golf Tourney



Kermit Ruppenkamp points proudly to the score which enabled him to win the 10th annual Accounting Department golf tournament, held last month at the Burlington country club. Looking on are (from the left) John Sheaffer fourth place; Jim Schier, third; Jim Yeast, second, and Koyne Ahlstrand, fifth.

## Answers to History Quiz

1. 1956	15. 1934
2. 1920	16. 1924
3. 1937	17. 1912
4. 1957	18. 1917
5. 1938	19. 1929
6. 1956	20. 1953
7. 1937	21. 1949
8. 1942	22. 1908
9. 1922	23. 1951
10. 1954	24. 1943
11. 1913	25. 1914
12. 1924	26. 1952
13. 1952	27. 1958
14. 1915	28. 1946

## Sheaffer Good Neighbors . . .



and a trustee of the Fort Madison Civic Improvement Trust Fund. He has served as a director and president of the Fort Madison school board, general chairman of the Mayor's Civic Planning committee, a director and president of the Chamber of Commerce, a director and executive committee member of the Fort Madison Rodeo Corp., chairman of Junior Achievement and a member of the City Plan Commission.

An employee since 1945, Bob was elected a director in 1949 and a vice-president in 1957. He is a member of the Iowa Bar Association.

He was recently named Fort Madison's "Boss of the Year" by the Junior Chamber of Commerce.

In recent years, Vice-President and Legal Counsel Bob Thomas has assisted with a wide range of important civic projects. Currently, for example, he is chairman of the City Planning and Zoning Commission

## Service Anniversaries

### — 10 YEARS —

John D. Sheaffer ..... International

### — 15 YEARS —

Joseph M. Burch ..... Service  
Betty Comstock ..... Service  
Violet Young ..... Desk Set

### — 20 YEARS —

Doris Johnston ..... Pen Point  
Lester Moore ..... Stock & Warehouse  
Thomas Vonderhaar ..... Screw Machine

### — 35 YEARS —

John Rhode  
Screw Machine



Hunter Farnsworth, Jr.  
Salesman



James Howard  
Plastic Fab

### — 40 YEARS —

Louis Pogge  
Accounts Receivable



## Don't Look Now, But . . .

Did you know that total hidden and direct taxes represent 24 cents of every dollar you pay for a car?

No. Well, how about these? There are at least 100 taxes on an egg, 116 taxes on a man's suit, 150 taxes on a woman's hat, 151 taxes on a loaf of bread and 600 taxes on a house.